Internet Trends

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About NTAP

Legal Services
National Technology Assistance
Project

- Provides technology leadership, services, training, and assistance to poverty law community
 - Open Source Circuit Riding
 - Technology Training and Assistance
 - Legal Meetings
 - LStech.Org
- Funded by LSC TIG in 2001

Agenda Today

Test your Digital Divide Knowledge with Fun Quiz!

- Review Stats on Digital Divide:
 - General Technology Trends
 - Internet Trends and Low-Income
 - A Look to the Future: Youth Usage
- Get done early!



Trends Schmends?

- 1. "Our clients don't use the Internet."
- 2. "Our clients shouldn't use the Internet for their legal problems."
- 3. "I need to write a grant. Who is using the Internet?"
- 4. "Computers and the Internet are luxury items. We need to focus on serving clients who come through our doors."



The Potential

- It changes...
 - How we can offer services.
 - Who can be served. (Potentially the power to expand who is served without expanding finite human resources.)
 - What services we offer. (Use the Internet to provide basic information to help clients prevent problems and learn more; self-help. Use staff for more in-depth questions and representation.)



Quiz: Who's Online?

- Divide into teams of two.
- Take 15 minutes to complete the quiz.
- First place winner gets a prize!
- Second place winner gets a prize!
- Everyone else gets some candy!

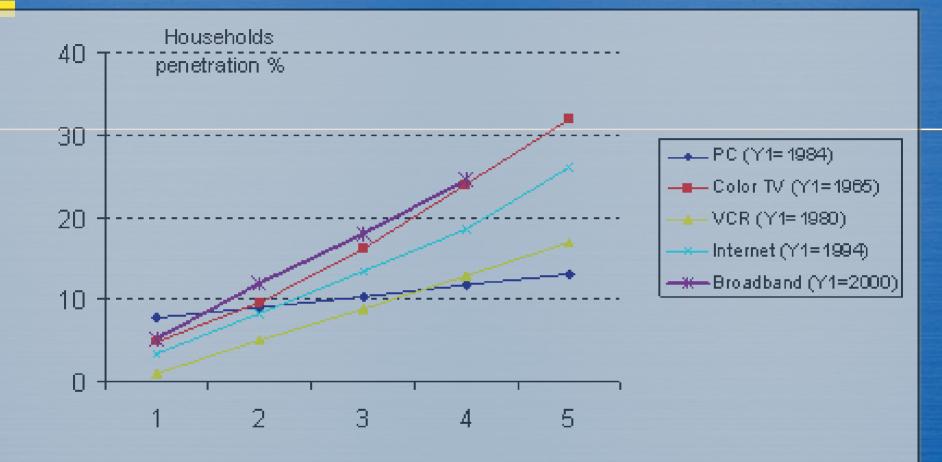
1. Recent studies show what percentage of people with an income under 30,000/year go online?

Answer: C - 48 %

#"

The Pew Internet and American Life Project most recent survey conducted in January 2005 found the following percentage of people go online:

Household income		
Less than \$30,000/yr	48%	
\$30,000-\$50,000	69	
\$50,000-\$75,000	84	
More than \$75,000	92	



Source: OECD, Information Technology Outlook, 2004.

What income group has the fastest growing number of Internet users?

Answer: D.

Low-income (people with annual income <\$15,000/year)



 Low-income persons are fastest growing users of Internet.

- 40% of Non-Users believe they will go online
 - Tend to be younger, urban, poor and non-white
 - Often held back by barriers of circumstance (e.g., no computer, broken computer, loss of employment, relocation, cost, schedule, etc.) rather than desire

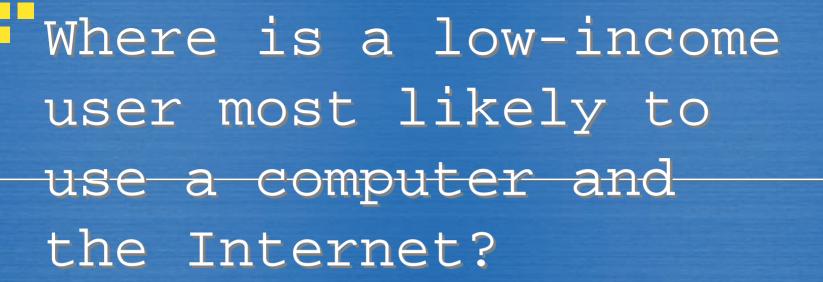
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Internet Users (percent)

Family Income	Sept 2001	Oct 2003
< \$15,000	25.9	31.2
\$15,000 - \$24,999	34.4	38.0
\$25,000 - \$34,999	45.3	48.9
\$35,000 - \$49,999	58.3	62.1
\$50,000 - \$74,999	68.9	71.8
>\$75,000	80.4	82.9

Source: A Nation Online – Broadband Age, September 2004. U.S. Department of Commerce.

http://www.ntia.doc.gov/reports/anol/NationOnlineBroadband04.htm



Answer: A

Highest majority (45%) of Internet users with income under 15,000 have access at home.

About 25% of this same group has access at work.



 28% of Internet users with annual household incomes of less than \$30,000 logged on from a location other than their home or place or work:

- School
- Libraries
- Friends'/neighbors' houses

Source: The Pew Internet & American Life Project

What percentage or people in legal aid waiting rooms in Indiana and Maryland report they have access to a computer with the Internet? **Answer: C - 60%**

- Legal Aid programs across the country report higher rates of Internet use by clients than the national statistics.
- The Alaska Court Self-Help Hotline reports:
 - 65% of Self-Help Center callers are LSC eligible, the next 25% are barely over 125% of the poverty guidelines, and only 10% report a monthly income above \$3000
 - 85% report Internet access, as defined by having an e-mail address

Maryland

As of March 8, 2003, 76 clients have participated ages 14 to 76. (Only 2 were juveniles.)

Of the total:

- 68% reported they had access to the Internet.
- 34% said affirmatively they had access at home.
- An additional 34%, who did not have access at home, reported that they had access at other locations (house of a friend or relative or the public library).
- 26% have looked for legal information on the web before.



Indiana

 Surveyed approximately 150 persons who came into offices to apply for legal assistance at offices around the state.

- 37% use a computer often
- 5% sometimes
- 19% rarely
- 29% never
- Of 107 of those who use the computer, 96 are able to access the Internet (89.7%)

LESS likely to use the Internet to find life information (information on jobs, schools health or assistance).

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Answer: B False

Online Activity (%) by Annual Income

Under \$15,000/Over \$75,000

E-Mail/Instant Messaging	72.0 / 89.1
News, Weather, Sports	53.5 / 67.0
Product/Service Information Search	54.9 / 73.5
Complete School Assignments	37.1/24.6
Job Search	23.0 / 14.6
Chat Rooms or Email Lists	23.0 / 16.5
Health Services or Practices Search	29.5 / 38.9
Government Services Search	28.1 / 35.1
Product/Service Purchases	26.1 / 49.1
Online Banking	12.8 / 23.0
Online Education Course	4.0 / 4.0
Trade Stocks, Bonds, Mutual Funds	3.2 / 13.8

Source: NTIA, US Department of Commerce, 2001

rittanteir tir brake schools are more likely to use computers at school than public school students.

Answer B False

The percentage of students using computers at school is:

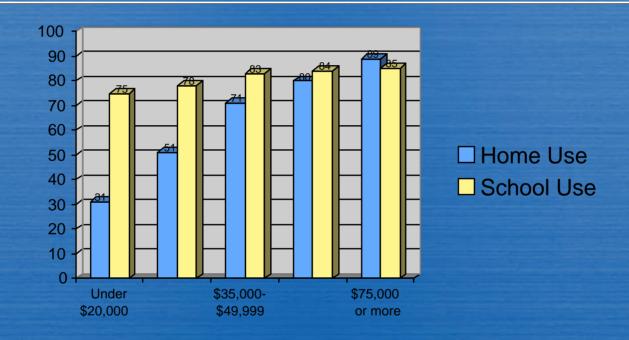
Answer D 87% QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture. The computer use at home by children living in households earning less than \$25,000 is:

Answer C 41% percentage points when you compare the percentage of students in upper and lower income households, who use the computer at school, isswer A

7 percentage point difference

School: the Great Equalizer?

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.





 57% of households without a school-aged child had a computer and 50% had Internet access.

• More than three-quarters (>75%) of households with school aged child(ren) (6 -17 years) had a computer and 67% had Internet access.



Access v Location

- A digital divide exists between young people in low-income and higher-income families, but it is much narrower, and more easily bridged, than the divide facing adults.
- Moreover, for young people, the divide is based less on access to technology than on the location where it is accessed.

According to recent studies, what two online activities are more popular among residents in rural areas than urban ones:

Answer C

Send an instant message and seek religious information

Source: Pew Internet: Rural Areas and the Internet. February 2004

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture. QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

Rural Usage: Connections

Rural users' online connection to groups are more likely to stretch beyond their physical community.

As of February 2001, 84% of Internet users say they have used the Internet to contact or get information from a group.



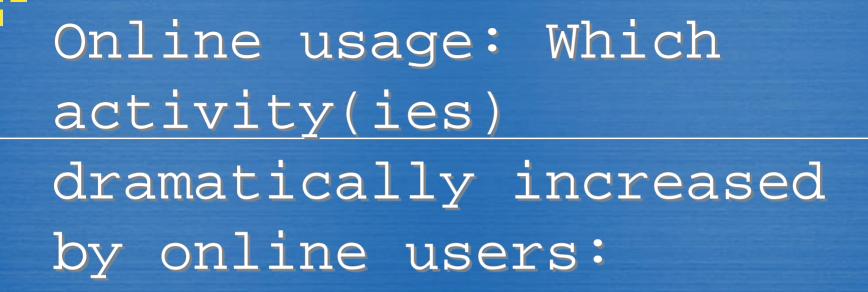
Answer: A Utah, Alaska, Washington

Source: US Census Bureau, US Department of Commerce (Economics and Statistics Division): Computer and Internet Use in the United States: 2003. October 2003.



Regional Usage

- Households in Utah, Alaska, New Hampshire, and Washington were among those with the highest rates of computer ownership (about 72 percent).
- The rates in Mississippi, Arkansas, and Louisiana were among the lowest for computer ownership (about 50 percent).



Answer D

News and Search for Government Agencies

or Health

Major Dissemination of News

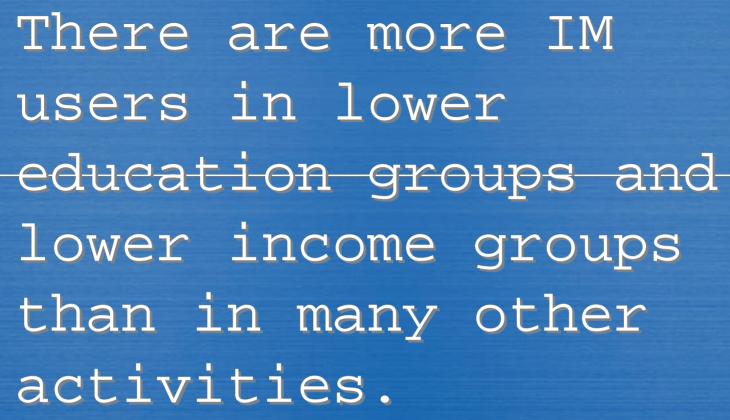
- In 6 years, the proportion of adults who used the Internet to find information on "news, weather or sports" increases from 7 percent in 1997 to 40% in 2003.
- The proportion using the Internet to find information on government or health services increased from 12 percent to 33 percent.
- 46% of online seniors sought answers to their health questions online in March 2000. By 2002
 (June) 74% did



The IM Gen is aged:

Answer A 18 - 29

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.



Answer: A

True



54% of those who had a household income below \$30,000 used IM, compared to 44% of those with income levels of \$75,000 and above.



In 2001, the biggest racial gap in Internet access was between:

Answer: C

Black high income and White high income.

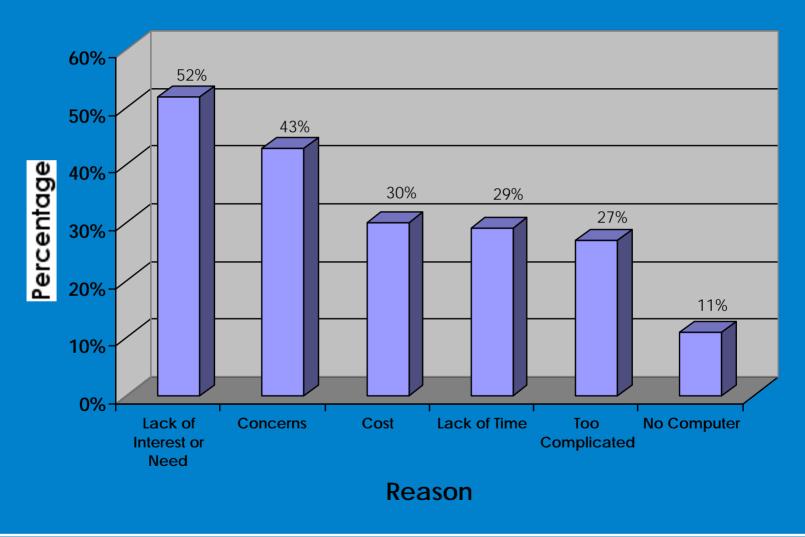
Internet Access by Race/Ethnicity and Income (2000-2002)



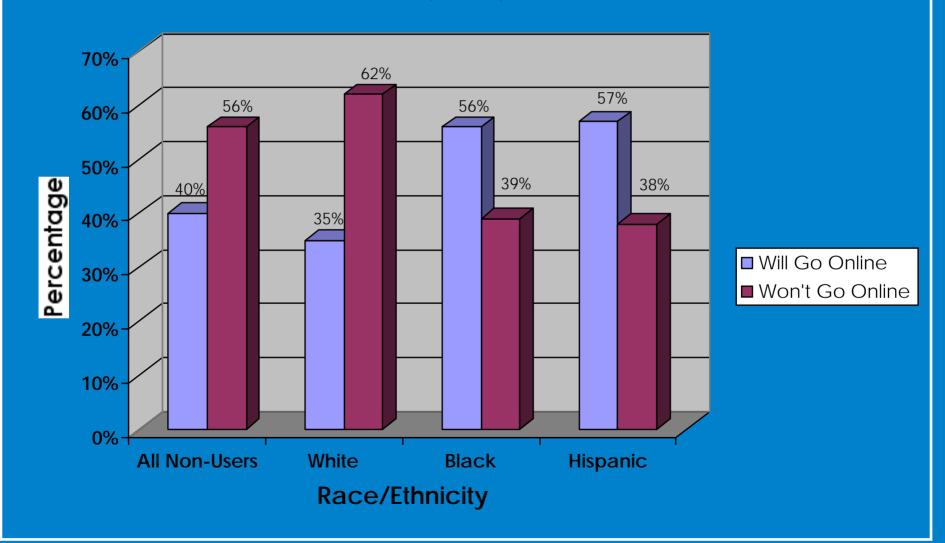
What are the top
reason(s) low income
users cite for not
using the Internet?

Answer D
All of the Above
Source: ##, 2004

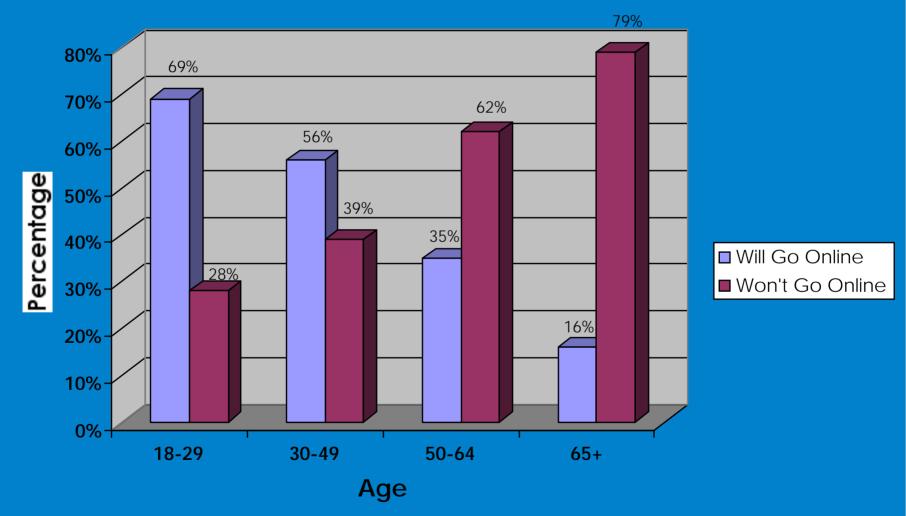
Why Internet Non-Users Don't Go Online (2002)



Intentions of Internet Non-Users by Race/Ethnicity (2002)







Most people reach www.idaholegalaid.org

by:

Answer: B Typing in web address

- a. Entering a phrase in google 11%
- b. Typing in the web address 53%
- c. Entering a phrase in another search engine 16 %
- d. Linking the site from a government website –5%



Trends and Themes

- Increasing numbers of Internet penetration to low-income communities.
- Rural communities still lag, but use the Internet for finding services and help.
- School is the Great Equalizer.
- What is Next Gen?
 - Youth are using technology and it is integrated with how they live and communicate.



Power of Internet

- Power of Community
- Power of Anonymity
- Power of Information

 Microcultures of Meaning beyond your spheres of influences.



"On the Internet, nobody knows you're a dog."

Mini-Case Study

Edna Jackson
Senior & Longtime Resident

"From Staunchest Opponent to Greatest Proponent"

"When we moved back I heard we were going to get computers. I didn't care why. And I told CTA and MHFA that I didn't want one. I almost figured it as an intrusion because I am always sick. I was really disgusted with it all."

- Edna Jackson

"I got my first session and I was amazed! I couldn't believe it! It was so fascinating! I get my second session and I'm getting e-mail, which was totally blowing my mind. And I'm saying, 'Oh my God, this is incredible.' "

Edna Jackson

"So now I type it in. It looked OK. And I sent it. I had the nerve. It's like I was covering my eyes. I was so afraid someone would say, 'What's this jerk?' And someone replied, 'Thanks Edna.' I was so happy I didn't know what to do! I got up and did a dance like those football players! When you are sick there is not much to celebrate."

- Edna Jackson

"And also what I found is I'm not as stupid as I thought I was. I could learn it. I did learn it."

"I knew nothing. I don't feel illiterate anymore, which I did. Embarrassed. All of those things. But I used to hide behind it and just say, "Oh, I don't want to be bothered. But you need it. You do."

Edna Jackson



Questions?

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